

### **Smith Travel Report – October 2009**

Figures represent the percent change as compared to October 2008. Year to Date (YTD)  
represents the change as compared to the first 10 months of 2008.

#### **Statewide**

Occupancy:	(-)1.2%	YTD: (-)3.1%
Supply:	+1.2%	YTD: +0.5%
Demand:	0.0%	YTD: (-)2.6%
RevPar:	(-)2.5%	YTD: (-)7.3%

#### **Western Lakes & Rivers Region:**

Occupancy:	(-)1.9%	YTD: +7.9%
Supply:	+1.5%	YTD: (-)5.2%
Demand:	(-)0.4%	YTD: +2.4%
RevPar:	(-)4.5%	YTD: +9.6%

#### **Bluegrass, Blues and Barbecue Region:**

Occupancy:	+5.3%	YTD: +8.7%
Supply:	+4.4%	YTD: (-)6.9%
Demand:	+9.9%	YTD: +1.2%
RevPar:	+2.1%	YTD: +9.3%

#### **Cave Region:**

Occupancy:	+1.1%	YTD: (-)2.6%
Supply:	(-)0.7%	YTD: (-)0.1%
Demand:	+0.4%	YTD: (-)2.8%
RevPar:	(-)1.8%	YTD: (-)5.6%

#### **Derby Region:**

Occupancy:	0.0%	YTD: (-)4.6%
Supply:	(-)1.4%	YTD: +1.4%
Demand:	(-)1.4%	YTD: (-)3.2%
RevPar:	+2.6%	YTD: (-)11.2%

#### **Southern Lakes Region:**

Occupancy:	(-)7.8%	YTD: (-)8.5%
Supply:	+4.1%	YTD: +3.6%
Demand:	(-)4.1%	YTD: (-)5.2%
RevPar:	(-)8.9%	YTD: (-)7.7%

#### **Northern Kentucky Region:**

Occupancy:	(-)5.4%	YTD: (-)11.4%
Supply:	+6.4%	YTD: +4.2%
Demand:	+0.6%	YTD: (-)7.7%
RevPar:	(-)11.4%	YTD: (-)15.8%

#### **Bluegrass Region:**

Occupancy:	+1.1%	YTD: (-)3.1%
Supply:	+4.1%	YTD: +2.9%
Demand:	+5.3%	YTD: (-)0.3%
RevPar:	(-)2.7%	YTD: (-)7.7%

#### **Kentucky's Appalachian Region:**

Occupancy:	(-)9.3%	YTD: (-)0.4%
Supply:	(-)4.6%	YTD: (-)5.3%
Demand:	(-)13.5%	YTD: (-)5.6%
RevPar:	(-)8.9%	YTD: +2.9%

#### **Daniel Boone Country:**

Occupancy:	(-)1.0%	YTD: +1.5%
Supply:	(-)1.0%	YTD: (-)1.0%
Demand:	(-)2.1%	YTD: +0.4%
RevPar:	(-)3.1%	YTD: +0.9 %